

#4952

OUTLINE OF WORK  
AND CONTRACT  
FOR THE  
PUBLIC RELATIONS  
AGREEMENT BETWEEN  
HERMAN J. COHEN & ASSOCIATES  
AND THE  
GABONESE REPUBLIC

RECEIVED  
FEDERAL BUREAU OF INVESTIGATION  
FEDERAL DIVISION  
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## I. Introduction

This document identifies the concrete tasks Herman J. Cohen & Associates agrees to execute on behalf of the Gabonese Government and President El Hadj Omar Bongo. It is based on the Lobbying and Public Relations proposal presented in June 1994 and the addendum submitted in August 1994. The projected dates for delivery of items are based on the assumption of signature and first payment will be made in September 1994.

## II. General Program

- 1) Analyze Gabon's current needs and problems in the areas to be covered: political, economic, business, public relations.
  - a) Research problems in the political relationship between Gabon and the United States.
  - b) Research and analyze the Gabonese image within the Congress of the United States.
  - c) Review Gabon's relationships with and image in the American business community.

GOAL: Research Study

DELIVERY: 11/94

BUDGET: \$20,000

GABONESE

RESPONSIBILITIES: NONE

- 2) Develop an inventory of specific measures to eliminate impediments to improved political relations.
  - a) Improve Gabon's image among American policy makers.
  - b) Develop a strategy for collaborating with American business firms to improve overall relations between the Gabonese and American Governments.
  - c) Develop an expert analysis of the business climate within Gabon and provide recommendations for eliminating impediments to both foreign and Gabonese investments as well as increased trade.

GOAL: Recommendations Report

DELIVERY: 12/94

BUDGET: \$20,000

GABONESE

RESPONSIBILITIES: NONE

### III. Presidential Visit 1995

Herman Cohen & Associates will prepare a visit for President El Hadj Omar Bongo to New York City and Washington, DC in the United States where he will meet international leaders, American leaders and leaders of the intellectual community.

Some of the key leaders might include:

- a) President Clinton
- b) Vice President Gore
- c) The Secretary of Commerce
- d) The Secretary of State
- e) The Secretary of the Treasury
- f) The Special Trade Representative
- g) Congressional subcommittees on Foreign Affairs
- h) Leaders of the Congressional Black Caucus
- i) The President of the World Bank
- j) The Dir. Gen. of the International Monetary Fund

Herman J. Cohen & Associates will:

- a) Arrange the meetings
- b) Prepare a press kit
- c) Prepare briefing papers
- d) Counsel on political issues

**GOAL:** Establish closer ties with American leaders

**DELIVERY:** Spring 1995

**BUDGET:** \$50,000

**GABONESE**

**RESPONSIBILITIES:**

Gabon will be financially responsible for all expenses of the President and his entourage while in the United States including any receptions hosted by Gabon, hotels, dining, transportation, etc. In addition, Gabon will be responsible for out of pocket expenses of Herman J. Cohen & Associates, including travel, hotels & meals during the visit.

#### IV. Public Relations/Media Relations

The major public relations goals of Herman J. Cohen & Associates for the Gabonese Republic will be to:

- a) Generate awareness of Gabon in targeted sectors of the U.S. political and business communities.
- b) Solidify the image of Gabon as a politically stable and economically successful country which enjoys a position of political and business leadership regionally and in Africa in general.
- c) Generate awareness on President Bongo and his national and international accomplishments in targeted sectors of the U.S. political and business communities.
- d) Generate awareness on the very concrete process of democratization and democratic reforms brought about under the leadership of President Bongo.
- e) Create awareness of the social, cultural and artistic contribution of Gabon to African and international culture.
- f) Counteract negative images and publicity regarding business and investment in Africa and Gabon.
- g) Facilitate the interaction between Gabonese and U.S. political and business leadership.

To achieve the above program, Herman J. Cohen and associates will utilize the public relations methods detailed below.

- 1) Herman J. Cohen & Associates will prepare a detailed preliminary report on public relations to:

- Define image objectives
- Define target audiences
- Define distribution methods

GOAL: Public relations program

DELIVERY: 12/94

BUDGET: \$10,000

GABONESE

RESPONSIBILITIES: NONE

- 2) Herman J. Cohen & Associates will monitor, report on and develop action plans as relevant events as they develop in Gabon or the United States.

GOAL: Rapid response to events  
DELIVERY: Ongoing  
BUDGET: \$15,000  
GABONESE  
RESPONSIBILITIES: NONE

- 3) Herman J. Cohen & Associates will produce an English-language brochure on President Bongo and the Gabonese Republic.

The brochure will be:

- 16 pages + cover, 8.5 x 11 inches in size
- Printed full color on 80lb. paper
- Saddle stitched
- The cover will be printed on 80lb. cover stock
- Five-thousand copies will be produced

The editorial material will cover: a general overview of Gabon's history and people, trade, investment and tourism. It will also include a section on President El Hadj Omar Bongo and the process of democratization he has initiated.

GOAL: 5,000 brochures  
DELIVERY: 12/94  
BUDGET: \$20,000  
GABONESE  
RESPONSIBILITIES: Provide pertinent information and photos to be used in brochure production.

- 4) Herman J. Cohen & Associates will provide and supervise a clipping service to monitor the major media in the United States for news or articles on Gabon, President El Hadj Omar Bongo and Africa in General.

GOAL: Provide clippings, memorandum & analysis  
DELIVERY: Weekly  
BUDGET: \$20,000  
GABONESE  
RESPONSIBILITIES: NONE

- 5) Herman J. Cohen & Associates will arrange press briefings and help prepare necessary background papers when an issue of importance or international interest arises in Gabon.

Herman J. Cohen & Associates will:

- Recommend press briefings as issues develop.  
This includes issues with appeal to the U.S. media, visits by Gabonese officials, major developments in Gabonese political, economic or cultural life.
- Arrange the logistics of the briefing.  
Location, transportation, security (if necessary), etc.
- Invite the press (newspapers, magazines, TV).  
Issuing a press advisory and officially inviting the appropriate media in Washington that cover international news.
- Advise Gabonese officials.  
Advise Gabonese officials delivering the briefing on issues that might be brought up by the press and suggest ways to answer potentially difficult questions in the best light.
- Prepare background papers.  
Herman J. Cohen & Associates will prepare background papers on the subject of the briefing for Gabonese officials.
- Prepare informational media kits for the press.  
Herman J. Cohen & Associates will prepare information to hand out to members of the press who attend the press briefing. The kit will include:
  - Background material on Gabon
  - Information on the subject of the briefing
  - Material for quotes
  - Photographs
- Follow-up.  
Herman J. Cohen & Associates will also be available to provide additional information to journalists seeking in depth information on the subject of the briefing.
- Recommend follow up activity.  
Herman J. Cohen & Associates will prepare a memorandum and analysis of the press briefing making suggestions to the Gabonese government based on the questions and issues that were raised by the press during the briefing.

**GOAL:** Positive media attention

**DELIVERY:** As necessary

**BUDGET:** \$15,000

**GABONESE**

**RESPONSIBILITIES:** Gabon will be responsible for the material costs of any press briefings, including: hall rental, video record, printing, catering, mailings, etc.

- 6) Herman J. Cohen & Associates will produce and distribute press releases on President Bongo and the Gabonese Republic.

A regular press release will be issued once a month. In addition, press releases will be sent out to highlight official visits to the United States, new presidential initiatives, economic developments, or social/cultural activities of international interest.

**GOAL:** Press releases

**DELIVERY:** As necessary

**BUDGET:** \$15,000

**GABONESE**

**RESPONSIBILITIES:** Provide information on recent newsworthy developments in Gabon.



## V. Special Projects

These special projects will be proposed in detail separately, depending on the priorities of the Gabonese Government. The concept and concept-development costs of these projects are encompassed in the general fee of this agreement, however, they will have independent production budgets due to their scope and the potential range of production costs. \$115,000 in Special Project budget is included in this proposal. Additional funds would be provided by the Gabonese Republic on a per project basis. Project budgets are being prepared for approval.

BUDGET: \$115,000

GABONESE

RESPONSIBILITIES: Responsibilities will vary according to individual projects. In general, however, the Gabonese Government will be responsible for providing logistical support in Gabon and production financing.

- 1) Herman J. Cohen & Associates can prepare advertising campaigns based on the goals and priorities on Gabon. Services would include ad production, media selection and purchase.

Herman J. Cohen & Associates will:

- Analyze the goals and priorities of Gabon and recommend areas that might benefit from advertising exposure.
- Prepare an advertising program with recommended media, budgets and advertising concept.
- Prepare the ads to be used for insertion.
- Purchase advertising space in the approved media.
- Monitor the responses to evaluate the effectiveness of a targeted campaign.

The production of ads and insertion costs for any advertising campaign would be billed separately to the Gabonese Government after approval of the project.

GOAL: Advertising campaigns

DELIVERY: As necessary

GABONESE

RESPONSIBILITIES: All production costs and costs of advertising space.

- 2) Herman J. Cohen & Associates can prepare and coordinate the production of videos for informational or promotional purposes. Some of the possibilities are:
- a) Video brochure--Herman J. Cohen & Associates will produce in French and English a 10 to 15 minute video on Gabon for general promotional purposes.

If the Government of Gabon chooses to develop this project, Herman J. Cohen & Associates would act as the executive producer and do the following.

- Develop the concept, tone and perspective of the video in cooperation with the Gabonese Embassy in Washington and other Gabonese officials.
- Prepare a detailed project proposal and budget for the approval of Gabonese officials.
- Send a professional video producer and cameraman to Gabon to tape background footage and conduct interviews.
- Supervise the script development.
- Supervise the post-production of the video.
- Distribute the video and identify opportunities to show it in an appropriate context.

GOAL: General video on Gabon  
DELIVERY: 3/95 (if budget is approved)  
GABONESE  
RESPONSIBILITIES: All production costs

- 3) Trade/investment/tourism videos -- Herman J. Cohen & Associates would prepare the background research on each topic and suggest to Gabonese officials sectors in which Gabon could benefit from a video.

We would be responsible for the same pre and post production elements as above.

GOAL: Videos on Gabonese trade, investment & tourism  
DELIVERY: 4/95-5/95 (if budget is approved)  
GABONESE  
RESPONSIBILITIES: All production costs

- 4) Video news release -- Herman J. Cohen & Associates would:
- a) Identify upcoming Gabonese news events appropriate for a VNR and prepare a budget for the approval.
  - b) Supervise the pre and post production of the VNR as detailed above.
  - c) Distribute the VNR by satellite to television news stations in the United States. Distribute the VNR on tape to target TV news stations that might have particular interest in news from Africa.
  - d) Monitor U.S. television news stations to see if the VNR was used in news programming.

The concept and concept development of each VNR is included in the fee structure of this agreement. Production costs for each VNR approved by the government would be additional.

GOAL: VNRs produced

DELIVERY: As necessary (if budget is approved)

GABONESE

RESPONSIBILITIES: All production costs

- 5) Herman J. Cohen & Associates will help coordinate the visit of Gabonese VIPs to the United States or US VIPs to Gabon.

Herman J. Cohen & Associates would:

- a) Help develop the concept, goals and tone of each visit
- b) Schedule meetings with business and government officials
- c) Organize receptions, press briefings and other opportunities to go before the public.
- d) Prepare briefing papers for Gabonese officials
- e) Prepare informational materials for the press and others interested in Gabon.
- f) Organize the logistics of the visit including: lodging, transportation, security, meals, etc.

- g) Plan public relations and human interest activities.
- h) Prepare press releases and generate media attention.

The concept preparation and public relations elements in each visit are encompassed in the fee structure of this general agreement. All other elements in the preparation of each visit would require a separate budget. The Gabonese Government would be responsible for all the travel, board and incidental expenses of each delegation.

Herman J. Cohen & Associates would require at least four weeks notice of a visit to adequately prepare the agenda.

GOAL: Visits organized  
DELIVERY: All official visits (if budget is approved)  
GABONESE  
RESPONSIBILITIES: All production costs

- 6) Herman J. Cohen & Associates will plan one business (investment & trade) mission to the U.S. in coordination with the Government of Gabon.

Herman J. Cohen & Associates will:

- a) Develop the concept of the mission and in cooperation with the Gabonese government research the background material necessary to conduct it.
- b) Develop the agenda and speaker list.
- c) Develop an appropriate mailing list for the mission and invite attendees in target business sectors.
- d) Make logistical arrangements in the U.S.: location, transportation, catering, etc.
- e) Prepare all informational materials to be distributed.
- f) Provide follow up liaison between the Gabonese government and businesses that attended the mission so as not to lose any interest developed there.

The concept development and planning of the mission to the U.S. are included in the budget of \$50,000. However, because of the scope of the project, additional separate budgets will be prepared for production of the mission along with detailed proposals for the approval of the Gabonese government.

**GOAL:** Trade & Investment Mission To U.S.:

**DELIVERY:** 5/95 (if budgets are approved)

**BUDGET:** \$50,000 (Concept & Planning)

**GABONESE**

**RESPONSIBILITIES:** The Gabonese Republic will be responsible for providing the necessary funds to actually produce the mission, including, but not limited to: logistical expenses (transportation, security), space rental, printing, mailings, honorariums for outside speakers, air travel and hotel costs for members of Herman J. Cohen & Associates and outside speakers, etc.

## VI. Reporting & Program Evaluation

Ambassador Cohen will personally prepare a monthly report on the activities of Herman J. Cohen & Associates on behalf of

- The Office of the President
- The Ministry of Foreign Affairs
- Other pertinent Ministries.

The report will be delivered in person by Ambassador Cohen or by a senior associate of Herman J. Cohen & Associates. If a personal visit is not possible it will be sent by DHL courier to The President of the Gabonese Republic, the Minister of Foreign Affairs, the Presidential Chief of Staff, and other Ministers when the report concerns their responsibilities.

The report will include:

- All activities on behalf of Gabon the previous month.
- The status of each project.
- Recommendations for the coming month.

This monthly report is in addition to the ongoing reports and analyses listed above under each service.

**GOAL:** Inform Gabonese Government on activities

**DELIVERY:** Monthly

**GABONESE**

**RESPONSIBILITIES:**

The Gabonese Government would be responsible to provide airline tickets and hotel accommodations and local transportation for all personal deliveries of reports.

## VII. Budget Summary

### General Program

Analysis .....	\$20,000
Specific Program .....	<u>\$20,000</u>
SUB-TOTAL .....	\$40,000

Presidential Visit 1995\* ..... \$50,000

### Public Relations/Media Relations

Prepare detailed report on public relations .....	\$10,000
Event driven action plans .....	\$15,000
English-language brochure .....	\$20,000
Clipping service/news monitoring .....	\$20,000
Press briefings .....	\$15,000
Press releases .....	<u>\$15,000</u>
SUB-TOTAL .....	\$95,000

### Special Projects

Advertising .....	No budget
General video brochure .....	No budget
Tourism/trade/investment videos .....	No budget
Video news releases .....	No budget
VIP visits to the U.S. ....	No budget
Unallocated budget for above projects .....	\$65,000
Trade & investment mission .....	<u>\$50,000</u>
SUB-TOTAL .....	\$115,000

GRAND TOTAL ..... \$300,000

\* The \$50,000 allocated for the Presidential visit will be tranfered to other projects if the visit is cancelled for any reason.

\*\* In the event the Gabonese Government decides not to pursue one or more of the special projects described in section V of the contract, all unexpended funds remaining from the \$115,000 allocated to the category will be transfered to other categories.

\*\*\* All work not included in this contract will be additional, and billed to the Gabonese Government after approval.

## VIII.Herman J. Cohen & Associates

### **Herman J. Cohen, President**

Herman J. Cohen, the President of Herman J. Cohen & Associates, is a retired American Ambassador who has devoted 30 years to diplomatic work in Africa. He has enormous contacts with the highest levels of government and the private sector in Africa. In the United States and the European Union nations he is well known by, and has rapid access to, high officials who are concerned with African affairs both in government and the worlds of business, trade and commerce. In the United States, Ambassador Cohen has special relationships with the members of Congress and their staffs who work on African issues. In addition, he has instant access to the entire range of government agencies in the field of foreign affairs, foreign commerce and intelligence. Ambassador Cohen would be the chief coordinator for the project.

### **Mr. George Denison, Associate**

Mr. George Denison is a veteran government relations representative with thirty years of experience in Washington. He has been an aide to former President Gerald Ford and Senator Barry Goldwater. He has represented several multinational corporations including Westinghouse, MCI, Bristol-Myers, and General Atomics. He has worked as a staff member for several Senate committees. He is particularly strong on the Republican side of the political spectrum.

### **Mr. Ray Scott, Associate**

Mr. Ray Scott is based in Little Rock, Arkansas where he acts as an advisor to the entourage of President Clinton whom he has known as a political colleague for many years. He served in Bill Clinton's Cabinet when the President was Governor of Arkansas. He is currently a senior advisor to Senator David Pryor of Arkansas. Mr. Scott spends about half of his time in Washington, DC. Ambassador Cohen works with Mr. Denison and Mr. Scott on African representation.

### **Mr. James A. Woods, Associate**

Mr. Woods is a recently retired Deputy Assistant Secretary of Defence who has spent his entire career specializing in African affairs. Like Mr. Cohen, he has extensive contacts in the United States, Europe and Africa. He is particularly strong in the areas of defence, security, training, peacekeeping, humanitarian relief, disaster relief, conflict resolution and negotiations.



**Ms. Barbara Hayward**

Ms. Hayward is a public relations, meeting and conference planning veteran. Ms. Hayward has managed public relations campaigns and conferences in the United States, London, Rome, Madrid, Paris and the Caribbean.

Ms. Hayward spent eight years at the White House working for Vice President Bush and two Chiefs of Staff. She coordinated meetings with the President, Vice President and senior officials including the Williamsburg Summit and the Geneva Summit with Presidents Reagan and Bush.

**Mr. F. Clifton White Jr.**

Mr. F. Clifton White Jr., is a public relations professional with more than 20 years of public relations, public affairs, marketing and media experience. He served as National Director of the U.S. Department of the Interior's Take Pride in America program, directing the production of television and radio public service announcements, the development of written promotional materials and the organization of celebrity events.

Mr. White has also managed media placement, fundraising, polling and press relations for gubernatorial, congressional senatorial and presidential political campaigns.

**Mr. Francisco Quintanilla**

Mr. Quintanilla is a public relations professional specialized in international media and advertising. He has managed the development of promotional supplements for countries around the world published in The Washington Post, the Los Angeles Times, The New York Times and The Washington Times. Mr. Quintanilla also served as general manager of Wide Angle Television and has extensive experience in the use of video and television for public relations purposes.

**Mr. Jean-Marie Coulbary**

Mr. Coulbary, an international communications specialist of Senegalese origin, has special insight into the needs and priorities of Africa. Mr. Coulbary worked in Zaire for four years in the import-export business. Based out of Paris, he later developed communications and consulting skills generating business in Africa for French and Belgian corporations. He then gained knowledge of lobbying and government affairs as an international affairs associate working for a Washington DC law firm. Since 1990, Mr. Coulbary has operated his own public relations and communications firm based in Washington DC.

## SERVICES CONTRACT

Contract made between Herman J. Cohen & Associates of 1155 Connecticut Avenue, NW - Suite 400, Washington, DC 20036, USA, and the Government of the Gabonese Republic.

## ENGAGEMENT

Herman J. Cohen & Associates is willing to be contracted and the Gabonese Republic is willing to contract Herman J. Cohen & Associates under the conditions set forth as follows.

Herman J. Cohen & Associates will provide services in public relations to the Gabonese Republic as detailed herein.

This Contract shall be enforceable according to the laws of the District of Columbia, USA.

## COMPENSATION

The Gabonese Republic agrees that Herman J. Cohen & Associates will receive as compensation for the work detailed herein a fee of \$300,000 (THREE HUNDRED THOUSAND) US dollars total, payable by the Gabonese Republic in full or in 2 installments.

At signature of contract . . . . .	\$150,000
The 6th month of the contract . . . . .	\$150,000

All payments shall be wired directly to the following account:

Herman J. Cohen and Associates  
Account # 6656-4123  
Citibank FSB  
P.O. Box 18967  
Washington, DC 20036-0967

ABA Routing through New York  
Code # 0210 0008 9

### **TERM**

This Contract is subscribed for the term of one year, renewable, beginning on the date of signature by both parties.

### **MODIFICATION OF CONTRACT**

This Contract and the attached Proposal make up the complete Contract between the parties. No modification is valid unless it is in writing and duly executed by both parties.

\_\_\_\_\_  
For Herman J. Cohen & Associates

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Location

\_\_\_\_\_  
Date

\_\_\_\_\_  
For the Gabonese Republic

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Location

\_\_\_\_\_  
Date